ever get this

when you wanted this

..it can't happen with an argoflex

Remember when you wanted to be *so* sure to get that certain picture—one that marked a minute in life you wanted to *catch* and to *keep?* Remember, too late, the disappointment when you found the picture out of focus or maybe only part of the picture was captured?

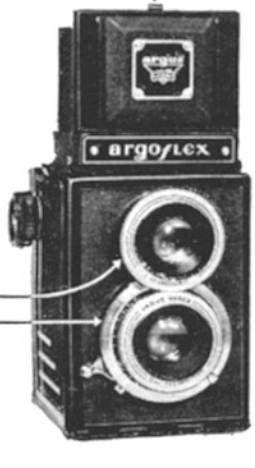
These things just don't happen when you take photographs the Argoflex way.

One simple control quickly brings the picture into accurate focus—as easy to focus as a magnifying glass. You actually see in the camera the full size picture exactly as you want it, before you take it.

The Argoflex technique is the only method ever devised to take better pictures so simply and so easily. That is why the experts—the war correspondents — the newsmen — folks who make their living with the camera—are turning to the reflex camera.

Soon this new Argoflex will be available for color or black and white photography. Argoflex is the camera you have been waiting for. For more fun and better pictures—*better use an Argoflex!*

Actual size view shows here



Synchronized matched lenses—one focuses the other "takes" the picture

Argoflex Means—

Better Composition because you see the picture before you take it. No cutting off, or leaving out part of the subject. The picture you see . . . is the picture you get.

Exact Focus: Turning one simple control until the image is sharp, *automatically gives the right focus.* Then snap the picture! No range finders, no focal-scales, no guesswork.

Actual Size: The large view-finder shows the picture in *actual size* (2¼ x 2¼). The Argoflex is so free from complicated "gadgets," *you keep your mind on the picture.*

ARGUS INCORPORATED

ANN ARBOR, MICHIGAN • FINE CAMERAS AND PRECISION OPTICAL INSTRUMENTS